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*A*

**CLAIM**

What is claimed is:

1. A method comprising:
  - 2 converting a search term in a search request to one or more canonical phonetic forms;
  - 4 performing a phonetic keyword search for each canonical phonetic form of the search term; and
  - 6 generating an indication of search results based, at least in part, on the phonetic keyword search.

- 1 2. The method of claim 1, wherein converting the search term to one or more canonical phonetic forms comprises:
  - 3 identifying one or more diphthongs within the search term;
  - 4 determining one or more canonical representations for at least one of the one or more diphthongs; and
  - 6 generating one or more canonical phonetic forms of the search term based, at least in part, on the one or more canonical representations of the at least one diphthong.

- 1 3. The method of claim 2, further comprising:
  - 2 determining whether any canonical representations exist for one or more letters within the search term; and
  - 4 including in the one or more canonical phonetic forms of the search term any canonical representation for the one or more letters.

1    4.     The method of claim 1, wherein performing a phonetic keyword search comprises  
2     searching the canonical phonetic forms of keywords for one or more of the canonical  
3     phonetic forms of the search term.

1    5.     The method of claim 4, further comprising stemming at least one of the canonical  
2     phonetic forms of the search term.

1    6.     The method of claim 4, further comprising generating canonical phonetic forms of  
2     the keywords.

1    7.     The method of claim 6, wherein generating the canonical phonetic forms of the  
2     keywords comprises:

3         identifying one or more diphthongs within a keyword;

4         determining one or more canonical representations for at least one of the one or  
5     more diphthongs within the keyword;

6         determining whether any canonical representations exist for one or more letters  
7     within the keyword; and

8         generating one or more canonical phonetic forms of the keywords from the  
9     canonical representations of the at least one diphthong within the keyword and any  
10    canonical representation of the one or more letters within the keyword.

1    8.     The method of claim 1, wherein generating an indication of the search results  
2     comprises displaying a product corresponding to the search results.

1       9. A machine-readable medium having stored thereon sequences of instructions that,  
2       when executed, cause one or more electronic systems to:  
3              convert search terms in a search request to one or more canonical phonetic forms;  
4              perform a phonetic keyword search for each canonical phonetic form of the search  
5       term; and  
6              generate an indication of search results based, at least in part, on the phonetic  
7       keyword search.

1       10. The machine-readable medium of claim 9, wherein the sequences of instructions  
2       that cause the one or more electronic systems to convert the search term to one or more  
3       canonical phonetic forms comprise sequences of instructions that, when executed, cause  
4       the one or more electronic systems to:  
5              identify one or more diphthongs within the search term;  
6              determine one or more canonical representations for at least one of the one or  
7       more diphthongs; and  
8              generate one or more canonical phonetic forms of the search term based, at least  
9       in part, on the canonical representations of the at least one diphthong.

1       11. The machine-readable medium of claim 10, further comprising sequences of  
2       instructions that, when executed, cause the one or more electronic systems to:  
3              determine whether any canonical representations exist for one or more letters  
4       within the search term; and

5 include in the one or more canonical phonetic forms of the search term any  
6 canonical representation for the one or more letters.

1 12. The machine-readable medium of claim 9, wherein the sequences of instructions  
2 that cause the one or more electronic systems to perform a phonetic keyword search  
3 comprise sequences of instructions that, when executed, cause the one or more electronic  
4 systems to search canonical phonetic forms of keywords for one or more of the canonical  
5 phonetic forms of the search term.

1 13. The machine-readable medium of claim 12, further comprising sequences of  
2 instructions that, when executed, cause the one or more electronic systems to stem at least  
3 one of the canonical phonetic forms of the search term.

1 14. The machine-readable medium of claim 12, further comprising sequences of  
2 instructions that, when executed, cause the one or more electronic systems to generate  
3 canonical phonetic forms of the keywords.

1 15. The machine-readable medium of claim 14, wherein the sequences of instructions  
2 that cause the one or more electronic systems to generate canonical phonetic forms of the  
3 keywords comprise sequences of instructions that, when executed, cause the one or more  
4 electronic systems to:  
5 identify one or more diphthongs within a keyword;

6 determine one or more canonical representations for at least one of the one or  
7 more diphthongs within the keyword;  
8 determine whether any canonical representations exist for one or more letters  
9 within the keyword; and  
10 generate one or more canonical phonetic forms of the keywords from the  
11 canonical representations of the at least one diphthong within the keyword and any  
12 canonical representation of the one or more letters within the keyword.

1 16. The machine-readable medium of claim 9, wherein the sequences of instructions  
2 that cause the one or more electronic systems to generate an indication of the search  
3 results comprise sequences of instructions that, when executed, cause the one or more  
4 electronic systems to display a product corresponding to the search results.

1 17. An apparatus comprising:  
2 a processor; and  
3 a memory coupled to the processor, the memory having stored thereon sequences  
4 of instructions that, when executed, cause one or more electronic systems to convert a  
5 search term in a search request to one or more canonical phonetic forms, perform a  
6 phonetic keyword search for each canonical phonetic form of the search term, and  
7 generate an indication of search results based, at least in part, on the phonetic keyword  
8 search.

1       18. The apparatus of claim 17, wherein the sequences of instructions that cause the  
2       one or more electronic systems to convert the search term to one or more canonical  
3       phonetic forms comprise sequences of instructions that, when executed, cause the one or  
4       more electronic systems to identify one or more diphthongs within the search term,  
5       determine one or more canonical representations for at least one of the one or more  
6       diphthongs, and generate one or more canonical phonetic forms of the search term based,  
7       at least in part, on the canonical representations of the at least one diphthong.

1       19. The apparatus of claim 18, further comprising sequences of instructions that,  
2       when executed, cause the one or more electronic systems to determine whether any  
3       canonical representations exist for one or more letters within the search term, and include  
4       in the canonical phonetic forms of the search term any canonical representation for the  
5       one or more letters.

1       20. The apparatus of claim 17, wherein the sequences of instructions that cause the  
2       one or more electronic systems to perform a phonetic keyword search comprise  
3       sequences of instructions that, when executed, cause the one or more electronic systems  
4       to search the canonical phonetic forms of keywords for one or more of the canonical  
5       phonetic forms of the search term.

1       21. The apparatus of claim 20, further comprising sequences of instructions that,  
2       when executed, cause the one or more electronic systems to stem at least one of the  
3       canonical phonetic forms of the search term.

1    22.    The apparatus of claim 20, further comprising sequences of instructions that,  
2    when executed, cause the one or more electronic systems to generate canonical phonetic  
3    forms of the keywords.

1    23.    The apparatus of claim 22, wherein the sequences of instructions that cause the  
2    one or more electronic systems to generate canonical phonetic forms of the keywords  
3    comprise sequences of instructions that, when executed, cause the one or more electronic  
4    systems to identify one or more diphthongs within a keyword, determine one or more  
5    canonical representations for at least one of the one or more diphthongs within the  
6    keyword, determine whether any canonical representations exist for one or more letters  
7    within the keyword, and generate one or more canonical phonetic forms of the keywords  
8    from the canonical representations of the at least one diphthong within the keyword and  
9    any canonical representation of the one or more letters within the keyword.

1    24.    The apparatus of claim 17, wherein the sequences of instructions that cause the  
2    one or more electronic systems to generate an indication of the search results comprise  
3    sequences of instructions that, when executed, cause the one or more electronic systems  
4    to display a product corresponding to the search results.

1    25.    A computer data signal embodied in a data communications medium shared  
2    among a plurality of network devices comprising sequences of instructions that, when  
3    executed, cause one or more electronic systems to:  
4         convert a search term in a search request to one or more canonical phonetic forms;

5       perform a phonetic keyword search for each canonical phonetic form of the search  
6 term; and  
7       generate an indication of search results based, at least in part, on the phonetic  
8 keyword search.

1   26. The computer data signal of claim 25, wherein the sequences of instructions that  
2 cause the one or more electronic systems to convert the search term to one or more  
3 canonical phonetic forms comprise sequences of instructions that, when executed, cause  
4 the one or more electronic systems to:

5       identify one or more diphthongs within the search term;  
6       determine one or more canonical representations for at least one of the one or  
7 more diphthongs; and  
8       generate one or more canonical phonetic forms of the search term based, at least  
9 in part, on the canonical representations of the at least one diphthong.

1   27. The computer data signal of claim 26, further comprising sequences of  
2 instructions that, when executed, cause the one or more electronic systems to:

3       determine whether any canonical representations exist for one or more letters  
4 within the search term; and  
5       include in the one or more canonical phonetic forms of the search term any  
6 canonical representation for the one or more letters.

1    28.    The computer data signal of claim 25, wherein the sequences of instructions that  
2    cause the one or more electronic systems to perform a phonetic keyword search comprise  
3    sequences of instructions that, when executed, cause the one or more electronic systems  
4    to search canonical phonetic forms of keywords for one or more of the canonical phonetic  
5    forms of the search term.

1    29.    The computer data signal of claim 28, further comprising sequences of  
2    instructions that, when executed, cause the one or more electronic systems to stem at least  
3    one of the canonical phonetic forms of the search term.

1    30.    The computer data signal of claim 28, further comprising sequences of  
2    instructions that, when executed, cause the one or more electronic systems to generate  
3    canonical phonetic forms of keywords.

1    31.    The computer data signal of claim 30, wherein the sequences of instructions that  
2    cause the one or more electronic systems to generate the canonical phonetic forms of  
3    keywords comprise sequences of instructions that, when executed, cause the one or more  
4    electronic systems to:

5         identify one or more diphthongs within a keyword;

6         determine one or more canonical representations for at least one of the one or  
7    more diphthongs within the keyword;

8         determine whether any canonical representations exist for one or more letters  
9    within the keyword; and

10 generate one or more canonical phonetic forms of the keywords from the  
11 canonical representations of the at least one diphthong within the keyword and any  
12 canonical representation of the one or more letters within the keyword.

1 32. The computer data signal of claim 25, wherein the sequences of instructions that  
2 cause the one or more electronic systems to generate an indication of the search results  
3 comprise sequences of instructions that, when executed, cause the one or more electronic  
4 systems to display a product corresponding to the search results.

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